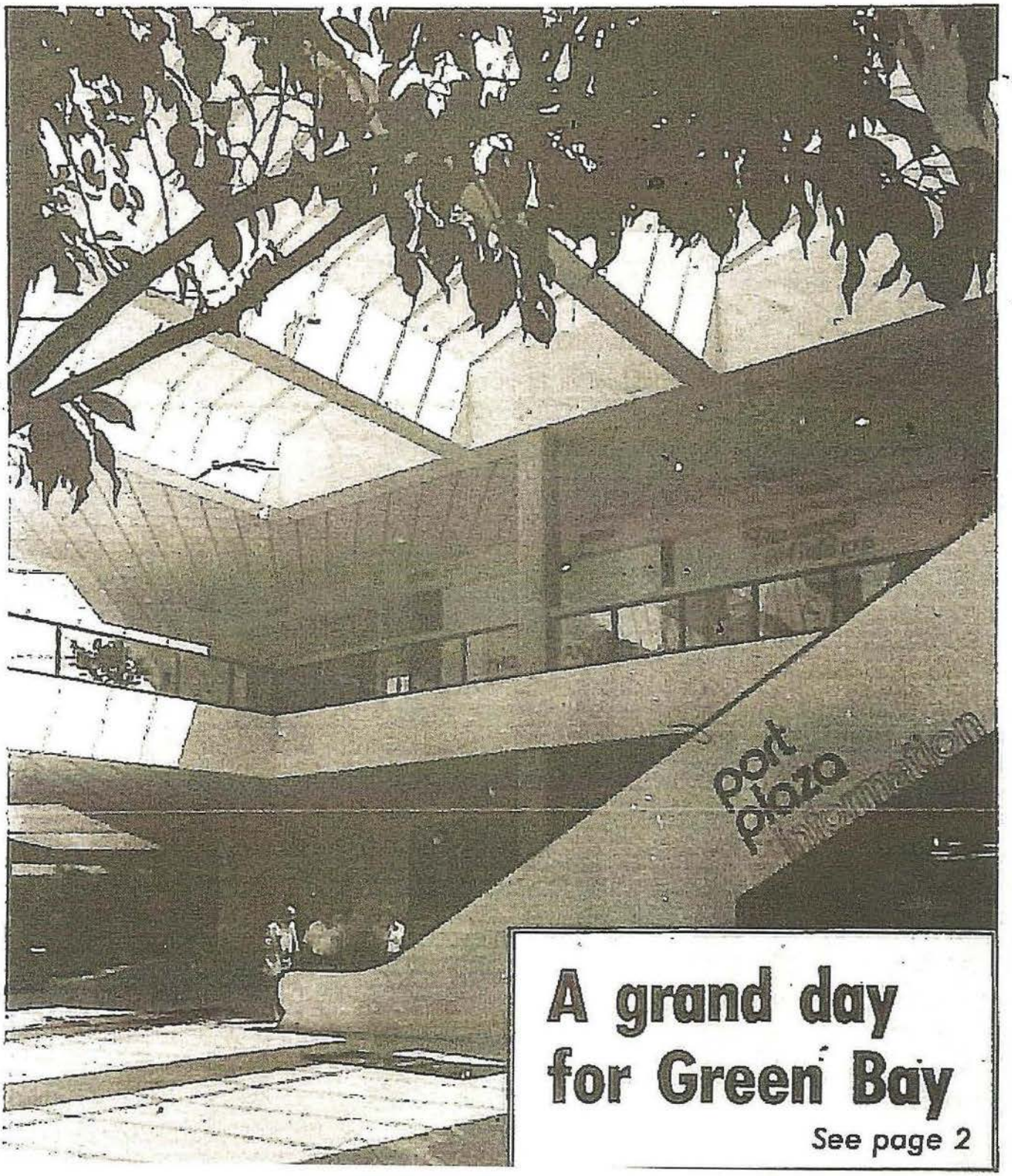
The Green Bay
News-Chronicle
Another voice for Green Bay — a paper for and about the people of Brown County
Vol. 5, No. 227 · 4 sections Wednesday, Aug. 10, 1977 100 pages 15 cents

SERIALS SUB-SECTION
STATE HIST SOC
816 STATE STREET
MADISON WISCONSIN

Port Plaza Mall opens



A grand day for Green Bay

See page 2

N-C Photo—Bob Gallagher

A local moneymaker

port plaza *PHOTO CONTEST*

When something very grand and exciting happens, it is always best to have photographs that capture the event and keep it forever.

At least that's how we at the new Port Plaza Mall feel about our Grand opening.

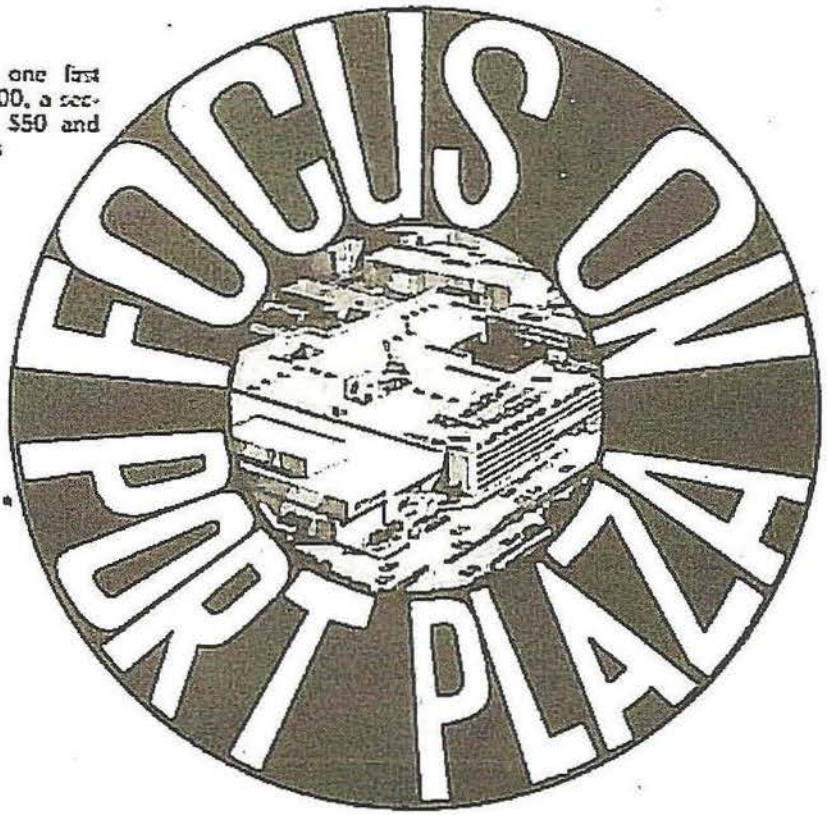
With almost 100 new stores and restaurants, Port Plaza will be a dynamic new addition to downtown Green Bay. That is why, from August 10 (Opening Day), thru September 1, we are inviting all amateur photographers out to Port Plaza to help us record this exciting time.

We challenge you to be as creative and unique as you can. Shoot an escalator, an unusual mannequin, a shopper, even another photographer. Anything goes and the subject material is endless.

So pack up your gear, load up your camera, and come focus on Port Plaza. The results will be fascinating!

PRIZES

Judges will award one first place prize of $100.00, a second place prize of $50 and two third place prizes of $25.00. All photographs will be displayed in the mall after the contest is over.



RULES

- Color or black and white, 8"x10" photographs may be entered.
- All work must be mounted on mat board
- There is no limit to the number of entries a photographer may submit
- All work must be original
- Photos must be taken on Port Plaza property
- Framed pieces will not be accepted
- All photos become property of Port Plaza and will not be returned
- On the back of each photo, be sure to include the following information:
  1. name
  2. address
  3. phone number
  4. title and/or subject of entry
  5. location of subject
  6. date photographed
  7. date entered
- Deadline for entry is 5:00 p.m., September 10, 1977
- Mail or bring all entries to:

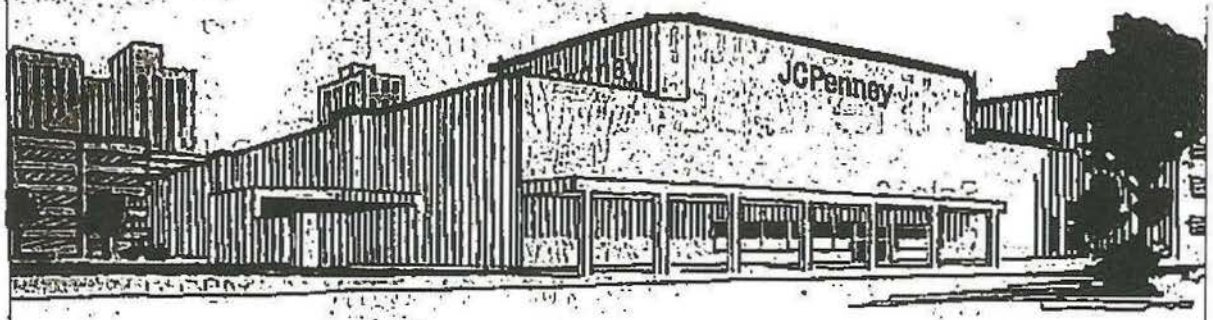
port plaza

Port Plaza Merchants Association
Port Plaza Mall
Green Bay, Wisconsin

N C Photo - Bob Gallagher

Officials participated Wednesday in opening ceremonies at the Port Plaza Mall, Green Bay's new downtown shopping center

Your new JCPenney is here!



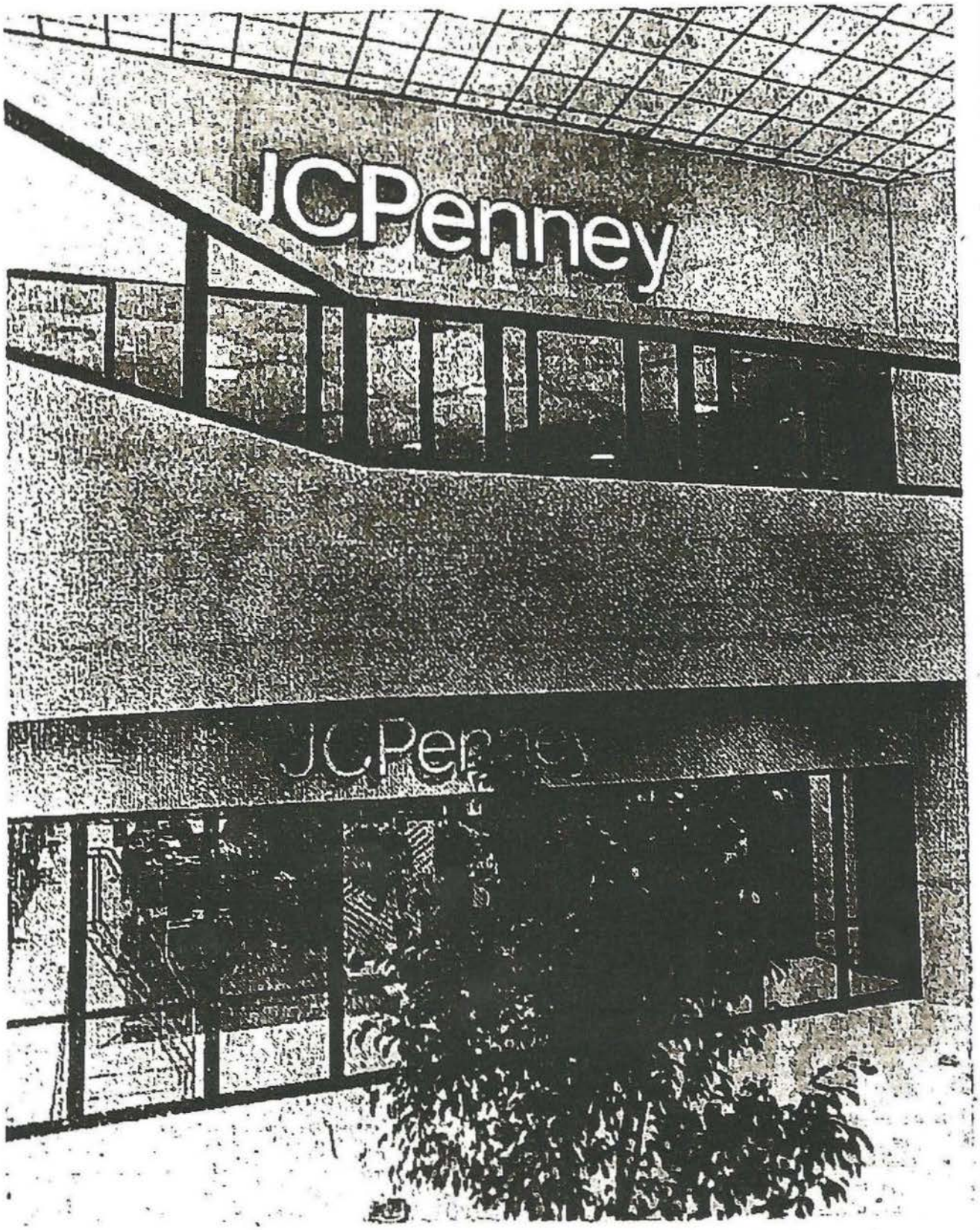
Opening Wednesday, August 10th, in the new Port Plaza Mall.

Come celebrate our Grand Opening from 9:30 A.M. to 9:00 P.M.

Find exciting savings everywhere you look. And browse through the new Fall/Winter '77 catalog at our Catalog Center.

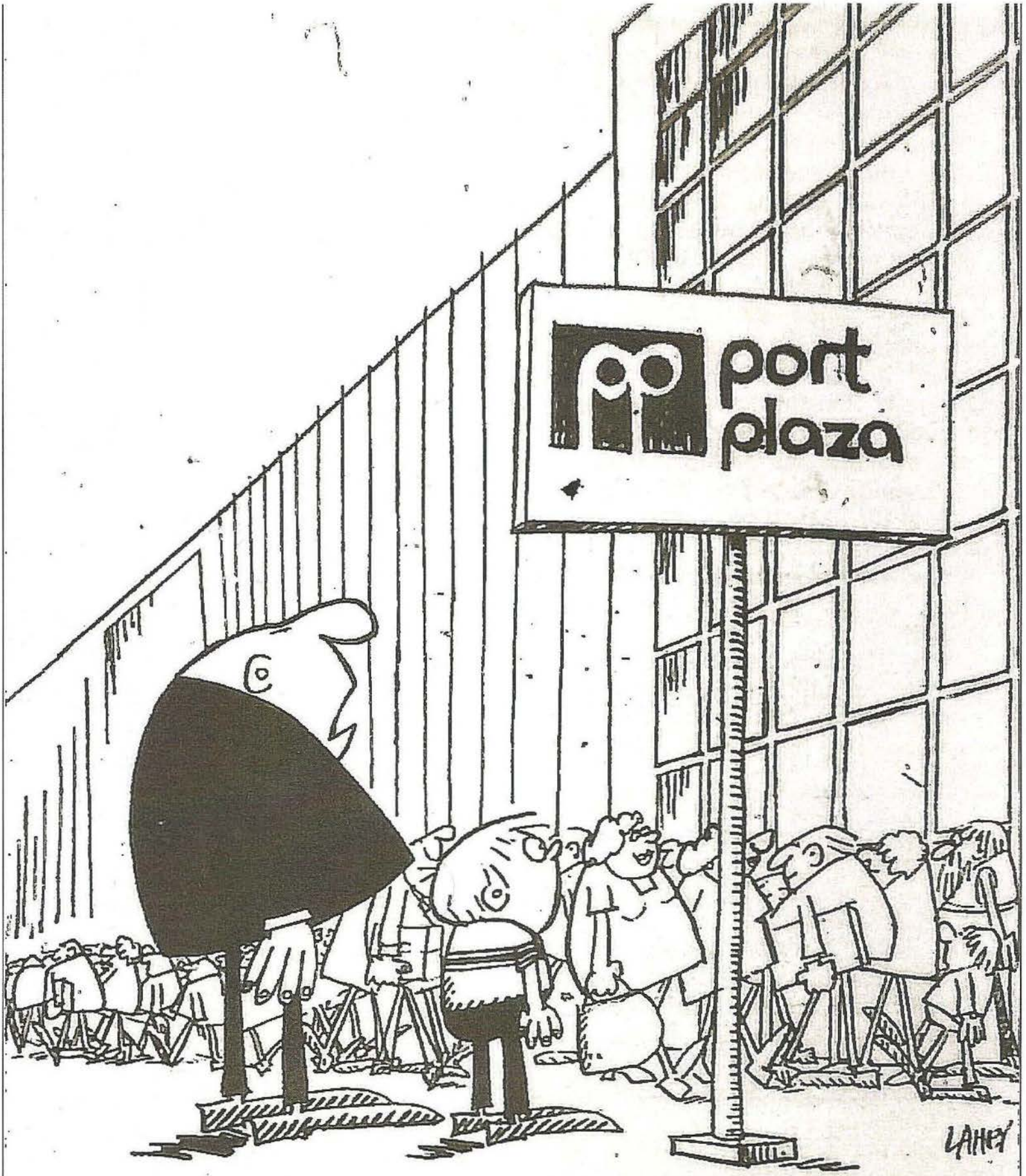
JCPenney

9 AUG 9



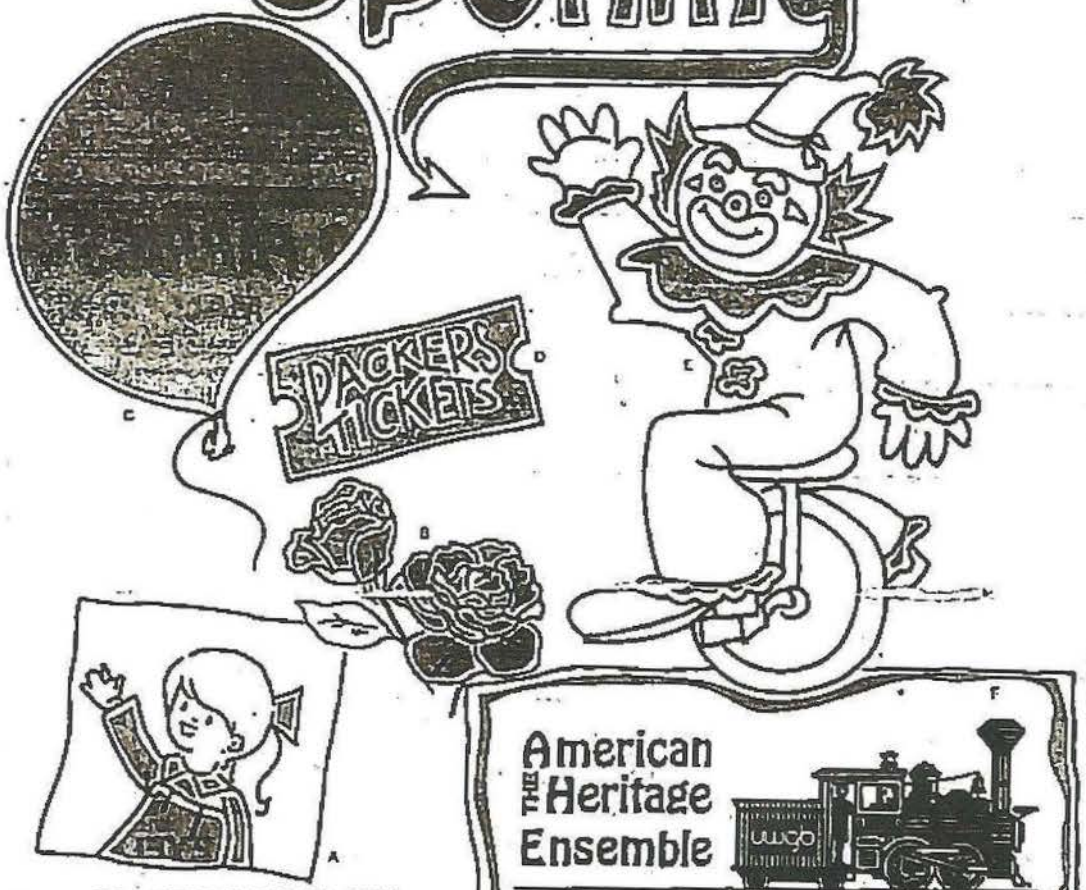
Penney Entrances — These are the two entrances to the J.C. Penney Co. store from the mall area.

"Well, you insisted I do your hair before the shop is ready, lady, and besides what do you expect from a plumber?



"There's a lesson here somewhere, Harold. Nobody involved in this project was smart enough to realize it couldn't be done."

grand opening



BE AT PORT PLAZA
WEDNESDAY 9:15
FOR:

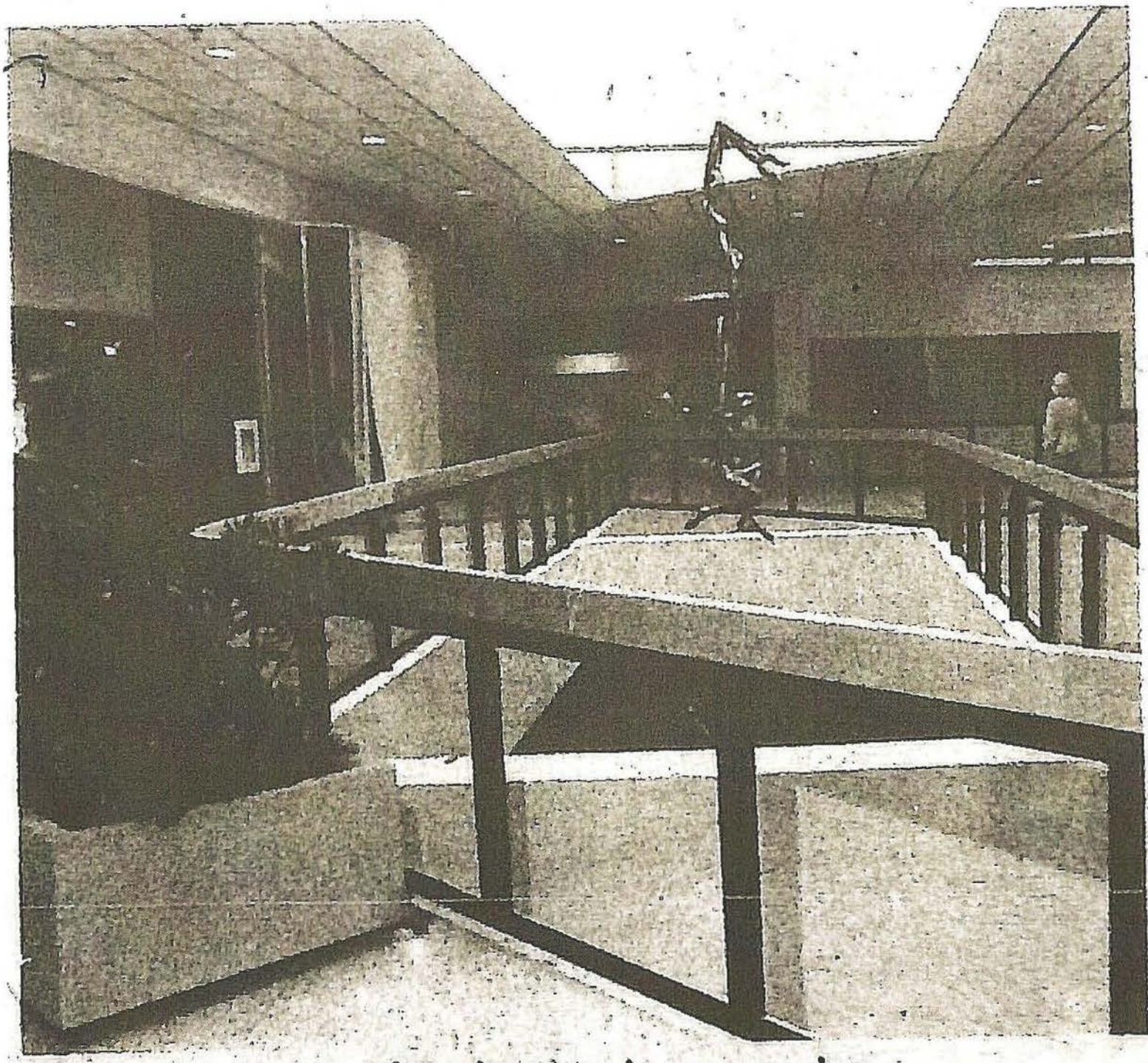
A. FREE POLAROID PICTURES (1 PER FAMILY)
B. FREE ROSES TO THE FIRST 2000 LADIES
C. FREE BALLOONS FOR THE KIDS
D. ENTER OUR DRAWING FOR THE USE OF 3 1977-78 SEASON TICKETS FOR THE PACKERS (ENTRY BLANKS IN MALL — MUST BE OVER 18)
E. MEET OUR FUN CLOWN
F. HEAR THE AMERICAN HERITAGE ENSEMBLE
WEDNESDAY AND FRIDAY 11:00 A.M.; 1:00 P.M.; 3:00 P.M.; 5:00 P.M.
SUNDAY 1:00 P.M.; 2:00 P.M.; 3:00 P.M.; 4:00 P.M.
STROLLING BAND: THURSDAY AND SATURDAY 1:00 P.M.; 3:00 P.M.

MEET MISS WISCONSIN
Wednesday, August 10 — 9:00-3:00

port plaza

DOWNTOWN GREEN BAY
HOURS: Monday thru Friday 9:30 to 9, Saturday 9:30 to 5:30, Sunday 12 Noon to 5.
Parking for over 2300 cars.

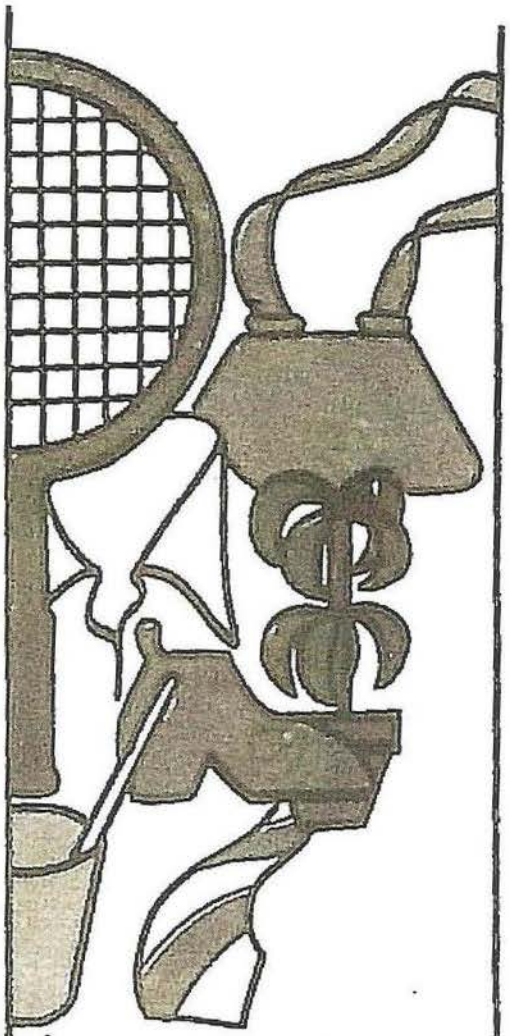
9 AUG 9



NiC Photo—Bob Gallagher

Luxury for those who moved . . .

grand opening



This morning
Aug. 10th, 9:15 a.m.

J.C.PENNEY,
H.C.PRANGE
AND FIFTY OF YOUR
FAVORITE STORES,
SOON TO BE ONE HUNDRED.

discover

port plaza

APPAREL
52 Chess King
29 County Seat
11 Foxmoor
54 Golden Hanger/Together
37 The Jacket
41 Lerner
60 Nau's
4 Jean Nicole
12 Silverman's
44 Suns of Britches

BANKS
58 Kellogg Bank

BOOKS, TOYS & MUSIC
27 Kay-Bee Toys & Hobby
40 Galaxy of Sound
30 Musicland
56 Radio Shack
28 Waldenbooks

CARDS, GIFTS & DRUGS
48 Debbie's Den
15 Evenson's Hallmark Cards
42 Osco Drug
7 Wicks 'N' Sticks

DEPARTMENT STORES
J. C. Penney (east side lower)
H. C. Prange (west side lower)

FABRICS & HOME FURNISHINGS
3 Needles & Knots
4 So-Fro Fabrics

FOOD SPECIALTY
51 Bresler's 33 Flavors
17 Carousel Snack Bar
10 General Nutrition Center
57 Hot Sam Pretzels
25 Karmelkorn
16 Main Street Ice Cream
13 The Swiss Colony
9 Tiffany's Bakery

JEWELRY
131 The Jewelry Hut
130 Things Remembered
53 Stone's Jewelers
46 Zales Jewelers

MISCELLANEOUS
45 Claire's Boutiques
8 Face Factory
49 Flowerama
6 Jokers Wild
21 Management Office
26 Shirt Works
43 The Tinder Box
24 Wisconsin Research

RESTAURANTS
2 Crockery
31 Del Monaco's Pizza
50 Nibble's

SERVICES & ENTERTAINMENT
61 The Barbers
18 Gold Mine

SHOES
55 Barefoot Sport Shoes & Sports
47 Thom McAn (men)
14 Qualicraft Shoes

APPAREL
45 Braun's
2 Berman Buckskin
4 The Bottom Half
25 Brooks
35 Casual Corner
52 The Closet
48 Cross Country
22 The Gap
11 Gingiss Formal Wear
55 Hurrah
31 Id Boutique
23 The Limited
48A Modern Maternity
60 Nau's
31A Pants & Pants
56 Peck & Peck
34 Richman Brothers
44 Seiferts
57 The Sunflower
52A The Wardrobe
53 Wilson's/Florsheim Shoes

BANKS
9 First Wisconsin Bank
27 United Savings & Loan

BOOKS, TOYS & MUSIC
47 The Bookmarket
3 Toys by Rizzi
8 Universal Music

CARDS, GIFTS & DRUGS
24 Coach House Gifts

DEPARTMENT STORES
J. C. Penney (east side upper)
H. C. Prange (west side upper)

FOOD SPECIALTY
38 Buddy Squirrel's Nut Shop
19 Orange Julius

JEWELRY
7 Diamonds & Gold Ltd.
5 Fox Keepsake Diamonds
37 Plain & Fancy
49 Turquoise Tepee

MISCELLANEOUS
32 Tropical Environments
50 The Singer Co.

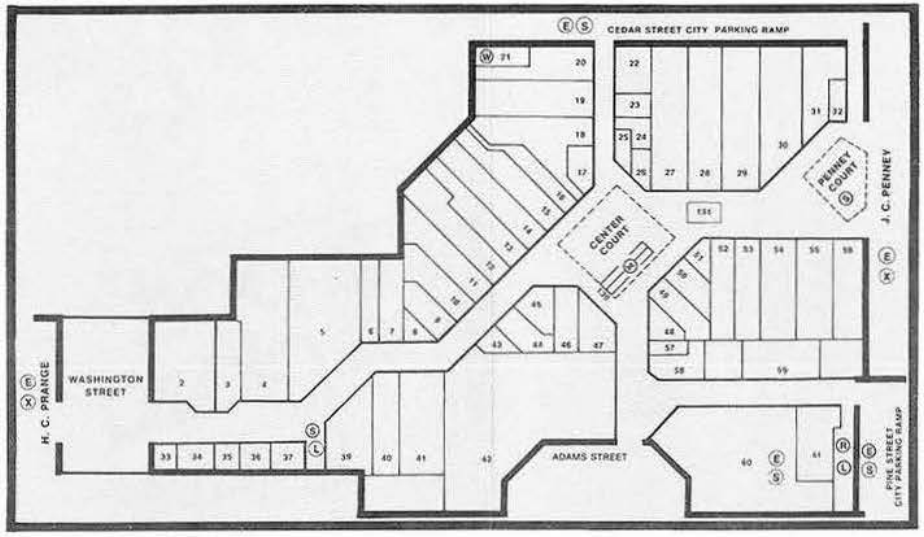
RESTAURANTS
43 Salad Garden
10 Hot 'N One Donut
30 Johnny's Loaf & Stein
18 Smaks

SERVICES & ENTERTAINMENT
13 Command Performance
28 Kindy Optical
26 Regis Hairstylists

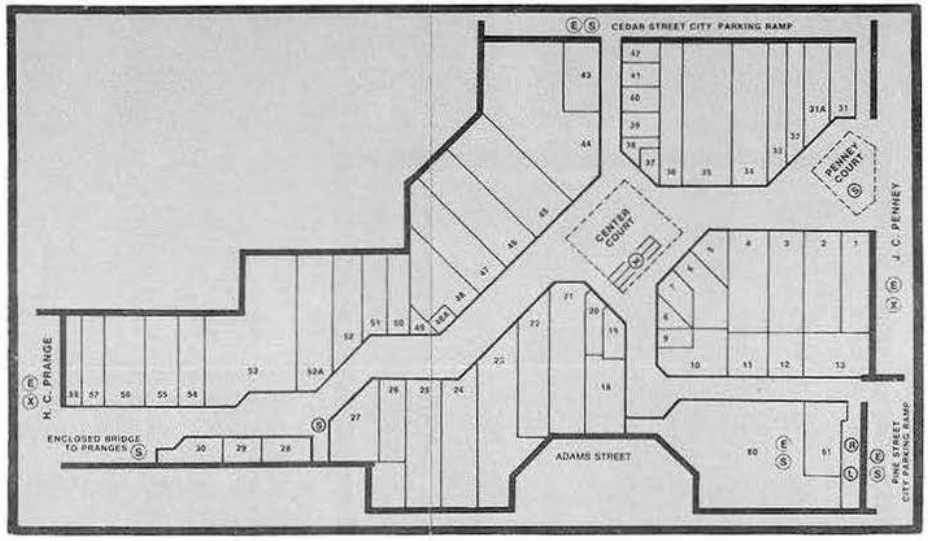
SHOES
51 Airstep Footworks
33 The Athlete's Foot
54 Connie Shoes
20 Father & Son
21 Kinney Shoes
46 Nobil Shoes
6 Thom McAn (ladies)
53 Wilson's/Florsheim Shoes

"We're a Great Place to Be!"

LOWER LEVEL



UPPER LEVEL



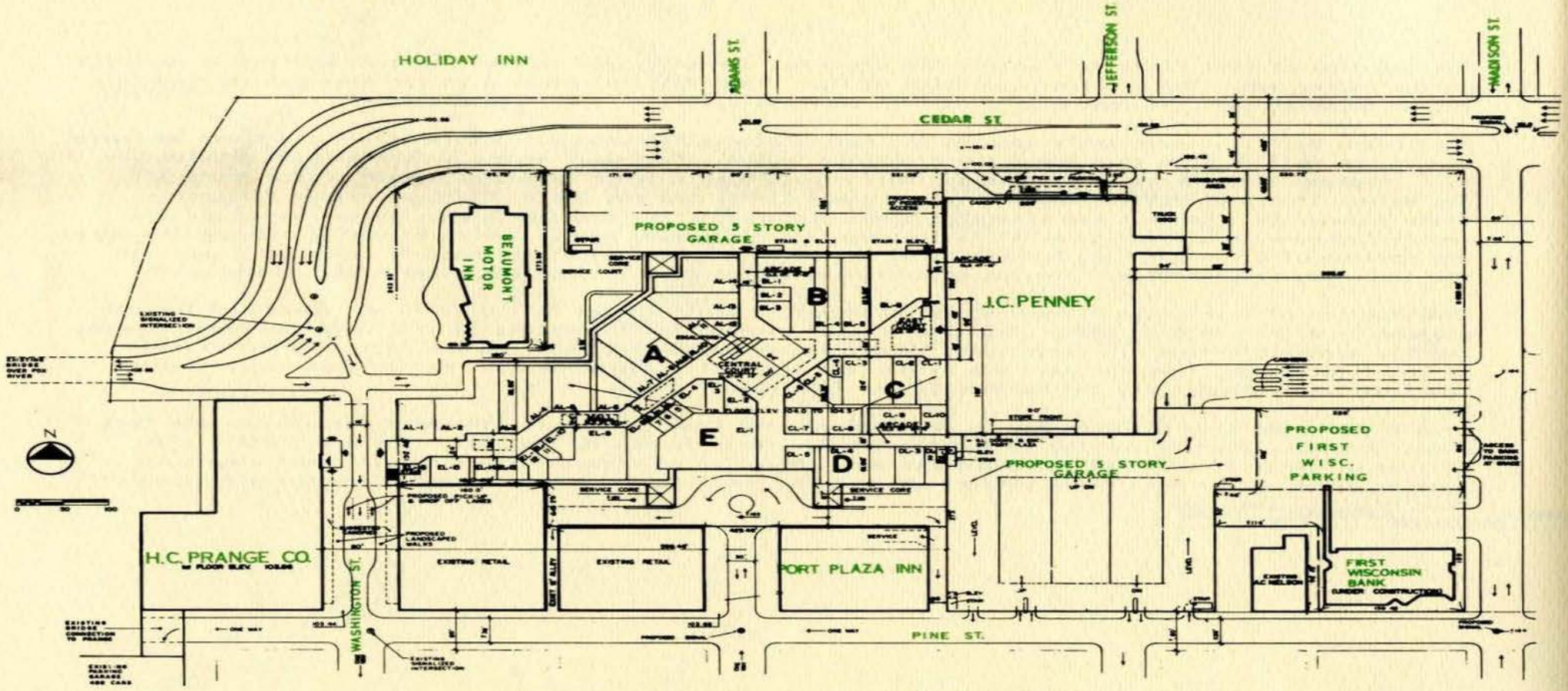
PORT PLAZA MALL
300 CEDAR STREET
GREEN BAY, WI. 54301
414 - 432-0641

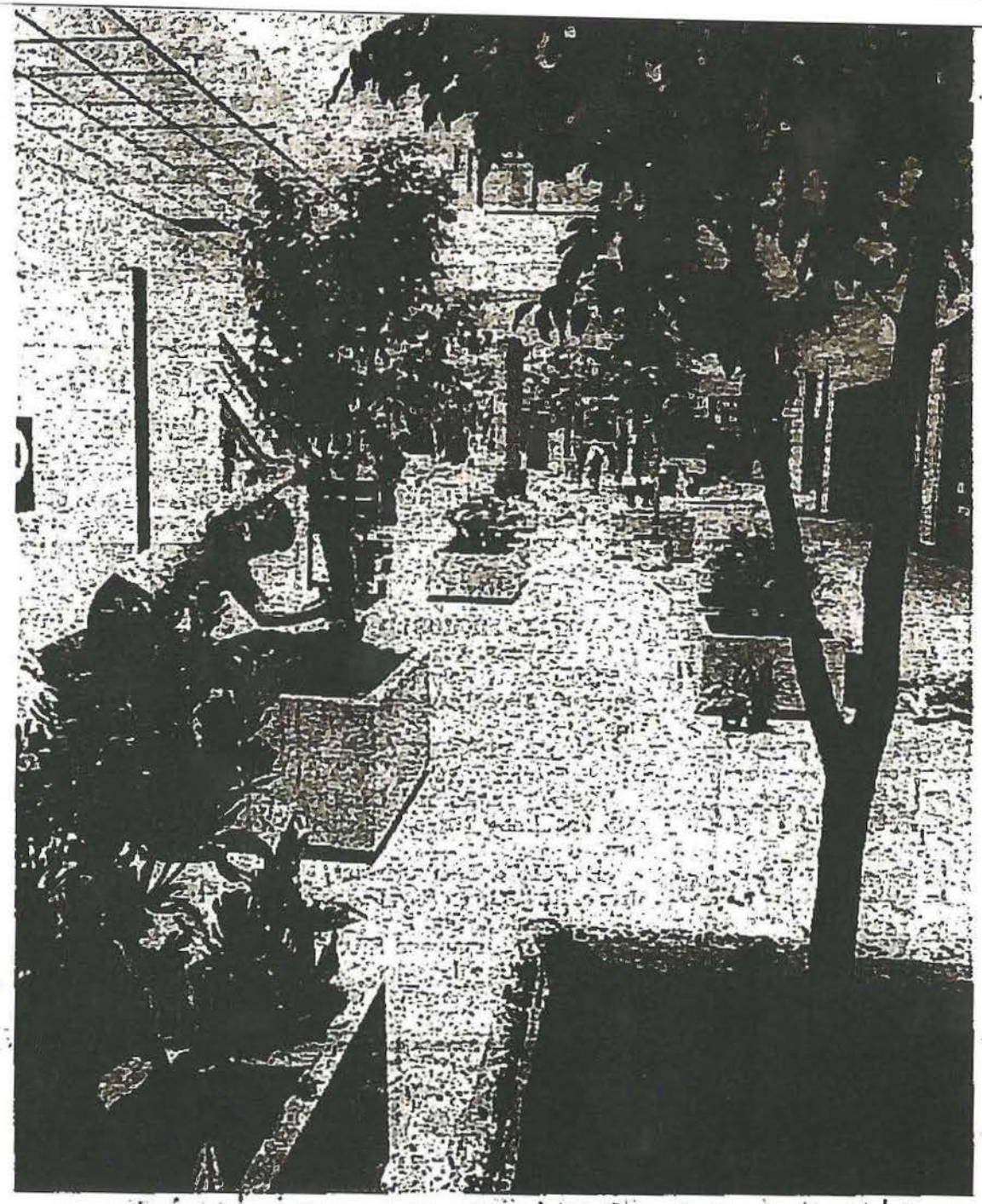
HOURS
MONDAY-FRIDAY 10 A.M. to 9 P.M.
SATURDAY 9:30 A.M. to 5 P.M.
SUNDAY 12 Noon to 5 P.M.

E - ELEVATOR L - LOCKERS
R - RESTROOMS W - WHEEL CHAIRS
X - ESCALATORS S - STAIRS

1977

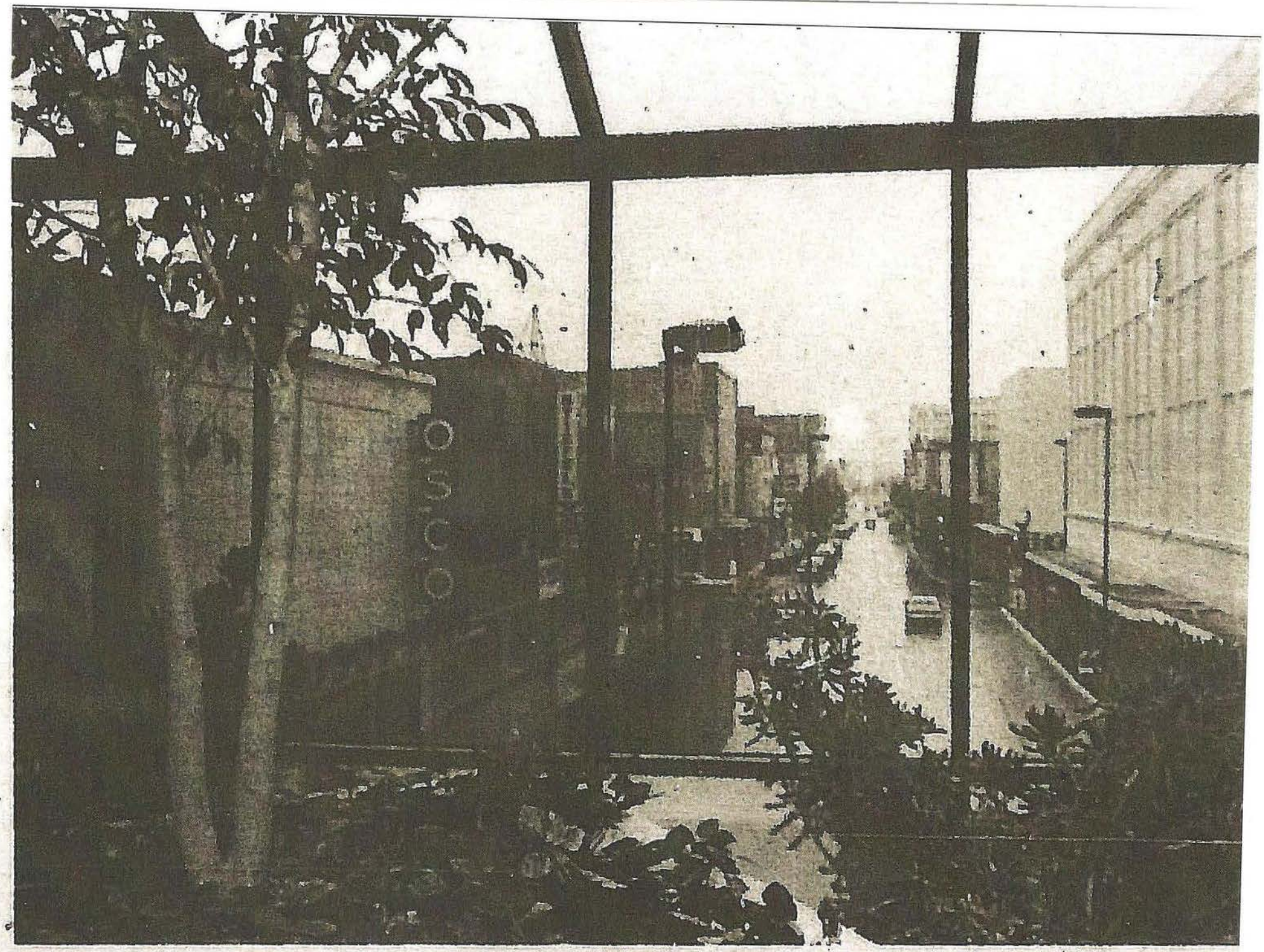
PORT PLAZA MALL CONCEPT



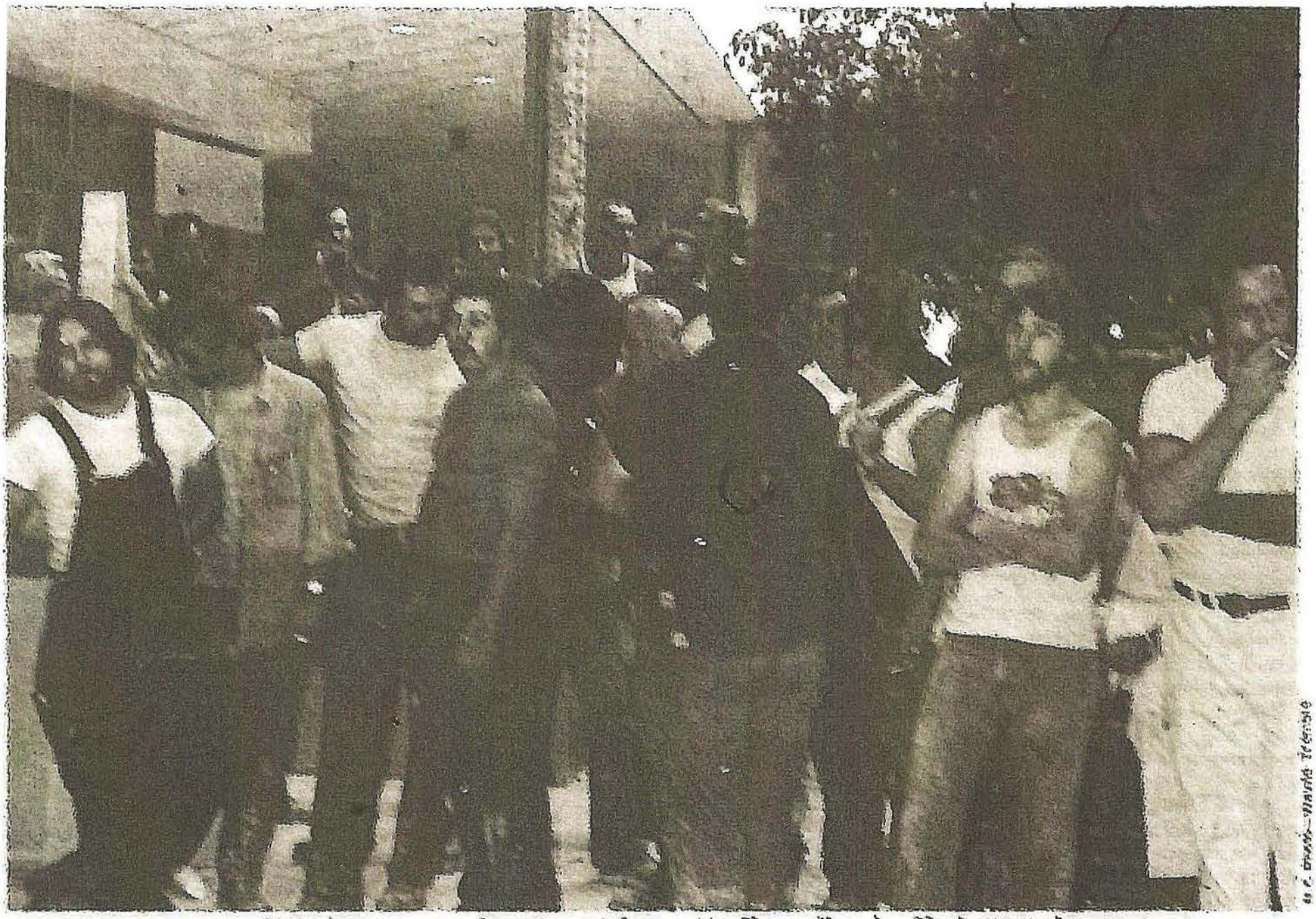


Final Preparations — Port Plaza Mall has been a busy place the past several days as workmen prepare the mall for the dedication and opening ceremonies at 9:30 a.m. Wednesday. At left, trees and walkways will line the pedestrian traffic area. At right, is the large clock in the main mall area. The bell weighs 500 pounds and the clockworks were taken from a clock made in 1885.

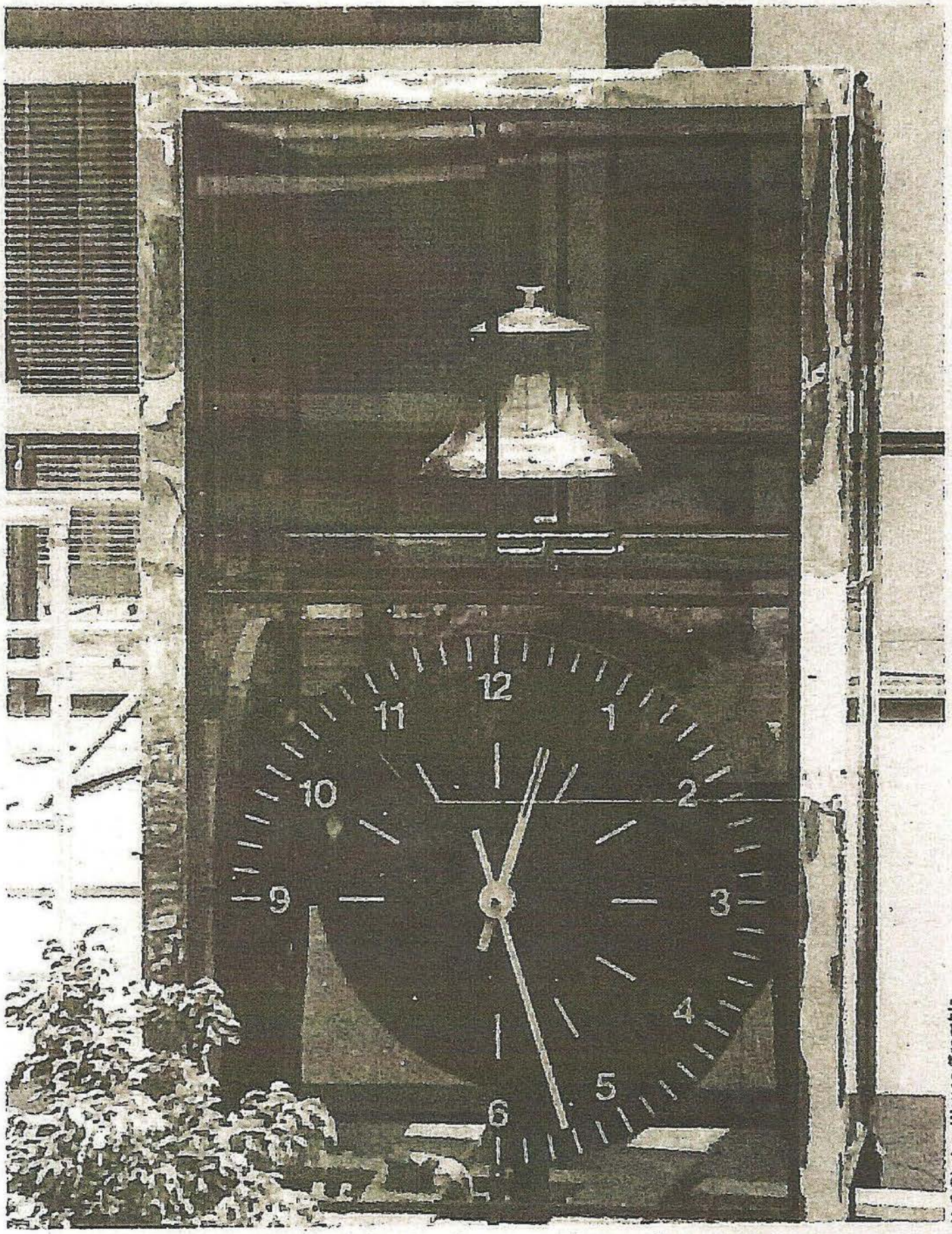
(Press-Gazette Photos)



S. Washington Street seen through the exotic greenery of Port Plaza



Workmen at the Port Plaza Mall walked off their jobs temporarily Tuesday, protesting parking fees charged them



N-C Photo—Wayne Tramble

This 92-year-old clock was found in Winona, Miss. and brought to Port Plaza

KINNEY SHOES
Kinney SALE

FATHER & SON
SHOES

Gold Mine

FATHER & S